In the Claims:

1. Cancelled

2. (Currently Amended) Method of addressing at least one service among plural services, or for addressing at least one service component, in a data communication system having at least one data transmission network that is for transmitting information in at least one MPEG data transmission stream, at least one of the plural services including said at least one service component, the method comprising the steps of:

transmitting the at least one service from at least one of several service providers to the at least one data transmission network,

assigning identification data to each of the at least one service, which identifies at least an originating transmission network of the data communication system, a broadcast transmission stream within the at least one data transmission network, and the at least one service within the transmission stream, and

assigning identification data to the at least one service component for identifying the at least one service component as well as identifying a service for transmitting the at least one service component,

wherein the identification data assigned to the at least one service component is for serving as a basis to retrieve the data transmission stream, which is for transmitting the at least one service and the at least one service component, and to retrieve a location in the data transmission stream,

wherein the at least one service or the at least one service component are assigned non-numerically descriptive worldwide globally individual identifying name information and a relation between the non-numerically descriptive worldwide globally individual identifying name information and the identification data, and

wherein, based upon the non-numerically descriptive worldwide globally individual identifying name information and the relation, at least one of the identification data of the at least one service or the at least one service component is retrievable.

3. (Previously Amended) Method according to claim 19, characterized in that the data transmission streams are data transmission streams complying to the DVB definitions.

4. (Original) Method according to claim 3, in which the identification data are transmitted in SDT table records, characterized in that the name information is added to the descriptor in the SDT table record, wherein a relation is formed between the name information and the identification data.

5. (Original) Method according to claim 3, in which identification data are transmitted in EIT table records, characterized in that the name information is added to the descriptor in the EIT table record, wherein a relation is formed between the name information and the identification data.

6. (Previously Amended) Method according to claim 19, characterized in that the name information comprises a service name and a service provider name.

7. (Previously Amended) Method according to claim 19, characterized in that the service components are files transmitted in the DSM-CC data carousel.

8. (Previously Amended) Method according to claim 19, characterized in that the service components are transmitted in a DSM-CC object carousel.

9. (Previously Amended) Method according to claim 19, characterized in that the name information are used as part of a URL address.

10. (Currently Amended) Data communication system comprising at least one data transmission network for transmitting information on services in at least one data transmission stream, the system comprising:

equipment for transmitting at least one service of one or several service providers to the at least one data transmission network, the at least one service being assigned identification data which identifies at least an originating transmission network of the data communication system, a broadcast transmission stream within the at least one data transmission network, and the at least one service which is within the transmission stream,

means for assigning to the at least one service a non-numerically descriptive worldwide globally individual identifying name information, and

means for forming a relation between the non-numerically descriptive worldwide globally individual name information and the identification data,

wherein, based upon the non-numerically descriptive worldwide globally individual name information and the relation, the service identification is retrievable.

11. (Currently Amended) Data communication system including at least one data transmission network for transmitting information on services in at least one data transmission stream, the services including at least one service component and means for transmitting the services of one or several service providers to one or several data transmission,

wherein the services are assigned identification data which identifies at least an originating transmission network, a broadcast transmission stream within the at least one data transmission network, and each of the services which is within the transmission stream, and

wherein the at least one service component is assigned an identification data for identifying the at least one service component is assigned an identification data for identifying the at least one service component as well as identifying a service for transmitting the service component, and

wherein the identification data is for retrieval of the data transmission stream which is useful for transmitting the services and for transmitting the at least one service component, and retrieval of a location in the data transmission stream, the system comprising:

means for assigning, to at least one of the services and the at least one service component, non-numerically descriptive worldwide globally individual identifying name information, and

means for forming a relation between the non-numerically descriptive worldwide globally individual identifying name information and the identification data.

wherein, based upon the non-numerically descriptive worldwide globally individual identifying name. information and the relation, at least one of the identification data of the service and the service component are retrievable.

12. (Previously Amended) Broadcasting device for transmitting at least one service in a data communication system wherein the data communication system includes at least one data transmission network for transmission of information in at least one data transmission stream,

and wherein the at least one service is assigned identification data which identifies at least an originating transmission network, a transmission stream within the at least one data transmission network, and the at least one service which is within the transmission stream, comprising:

means for transmitting non-numerically descriptive worldwide globally individual identifying name information for identifying the at least one service, and a relation between the non-numerically descriptive worldwide globally individual identifying name information and the identification data, to the data transmission network; and

means for transmitting the at least one service.

13. (Previously Amended) Broadcasting device for transmitting at least one of a service and service component, in a data communication system which includes at least one data transmission network for transmission of information in at least one data transmission stream,

wherein the service, which is transmissive by the data communication system, is assigned identification data that identifies at least an originating transmission network, a transmission stream within the at least one data transmission network, and the service which is within the transmission stream for identifying the service, and

wherein the service component, which is transmissive by the data communication system, is assigned identification data for identifying the service component as well as a service for transmitting the service component, the broadcasting device comprising:

means for transmitting a non-numerically descriptive worldwide globally individual identifying name information which identifies the service, and also identifies a relation between the non-numerically descriptive worldwide globally individual identifying name information and the identification data, to the data transmission network; and

means for transmitting the at least one of a service and service component.

14. (Previously amended) Receiver for receiving at least one service in a data communication system, the data communication system including at least one data transmission network for transmission of information in at least one data transmission stream, in which data communication system the service is assigned identification data that identifies at least an

originating transmission network, a transmission stream within the at least one data transmission network, and the service which is within the transmission stream, the receiver comprising:

means for receiving non-numerically descriptive worldwide globally individual identifying name information that identifies the service as well as a relation between the name information and the identification data, and

means for determining the service identification data based upon the relation between the non-numerically descriptive worldwide globally individual identifying name information and the identification data.

15. (Currently Amended) Receiver for receiving at least one of a service and a service component in a data communication system which includes at least one data transmission network for transmission of information in at least one data transmission stream, in which data communication system:

wherein the service transmissive by the data communication system has been assigned identification data which identifies at least an originating transmission network, a broadcast transmission stream within the at least one data transmission network, and the service which is within the transmission stream for identifying the service,

wherein the service component transmissive by the data communication system has been assigned identification data for identifying the service component and a service for transmission of the service component, the receiver comprising:

means for receiving non-numerically descriptive worldwide globally individual identifying name information identifying at least one of the service and the service component as well as a relation between the name information and the identification data, and

means for determining the service identification data based upon the relation between the name information and identification data.

16. (Previously Amended) Method according to claim 2, characterized in that the data transmission streams are data transmission streams complying to the DVB definitions.

17. (Previously Amended) Method according to claim 16, in which the identification data are transmitted in SDT table records, characterized in that the name information is added to the descriptor in the SDT table record, wherein a relation is formed between the name information and the identification data.

18. (Previously Amended) Method according to claim 16, in which the identification data are transmitted in EIT table records, characterized in that the name information is added to the descriptor in the EIT table record, wherein a relation is formed between the name information and the identification data.

19. (Currently Amended) Method of addressing at least one service in a data communication system that includes at least one data transmission network for transmitting information in at least one MPEG data transmission stream, the method comprising the steps of:

transmitting a service from at least one service provider to the at least one data transmission network, and

assigning service identification data to the service, which identifies at least an originating transmission network of the data communication system, a broadcast transmission stream within the at least one data transmission network, and the service within the transmission stream,

wherein, based upon the service identification data, the data transmission stream and a location therein is retrievable for use,

wherein the service is assigned non-numerically descriptive worldwide globally individual identifying name information and a relation between the non-numerically descriptive worldwide globally individual identifying name information and the service identification data, and

wherein, based upon the non-numerically descriptive worldwide globally individual identifying name information and the relation, the service identification is retrievable.

20. (Previously Added) The method of claim 19,

wherein the non-numerically descriptive worldwide globally individual identifying name information is conducted by a hierarchy of mutually coordinating organizations for keeping a distributed register for ensuring global individuality of the name information worldwide.

21. (Previously Added) The method of claim 19,

wherein the service is transmitted via at least one data transmission network for transmitting information in at least one MPEG data transmission stream.

22. (Previously Added) The method of claim 20,

wherein the service is transmitted via at least one data transmission network for transmitting information in at least one MPEG data transmission stream.

23. (New) Method of addressing at least one service in a data communication system that includes at least one data transmission network for transmitting information in at least one data transmission stream, the method comprising the steps of:

transmitting a service from at least one service provider to the at least one data transmission network, and

assigning service identification data to the service, which identifies at least an originating transmission network of the data communication system, a broadcast transmission stream within the at least one data transmission network, and the service within the transmission stream,

transmitting the service identification data contained in a service descriptor table,

wherein, based upon the service identification data, the data transmission stream and a location therein is retrievable for use,

wherein the service is assigned non-numerically descriptive worldwide globally individual identifying name information and a relation between the non-numerically descriptive worldwide globally individual name information and the service identification data, ~~and~~

wherein, the non-numerically descriptive worldwide globally individual identifying name information is added to a descriptor in the service descriptor table and the relation is adapted to be based on the service descriptor table,

wherein, based upon the non-numerically descriptive worldwide globally individual identifying name information and the relation, the service identification is retrievable, and

wherein the service is adapted to be transmitted via at least one data transmission network for transmitting information in at least the broadcast transmission stream.